

## Claims:

1. A method for facilitating an online transaction between users of a web site comprising:

receiving a post by a first user containing a link to a page associated with said first user, said page displaying at least one item;

receiving a request from a second user to view said link, said second user having an associated a user ID;

presenting said second user a full page corresponding to said link and including said at least one item and an icon for invoking a purchase service;

clicking on said icon by said second user, thereby invoking said purchase service for said item;

creating a Transaction ID corresponding to said item;

associating, by said purchase service:

customer information corresponding to said User ID;

purchase information corresponding to said Transaction ID;

and

completing said online transaction for said item.

2. The method of claim 2, wherein said page comprises mini homepage corresponding to said user.

3. The method of claim 3, wherein said mini homepage includes customer information corresponding to said user.

4. The method of claim 3, where said customer information comprises credit card information corresponding to said user.

5. The method of claim 4, wherein said online transaction is completed using said credit card information.

6. The method of claim 5, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.

7. The method of claim 3, wherein said information may be updated by said user.

8. The method of claim 7, wherein said update may only be performed receiving a proper password from said user.

9. The method of claim 3, wherein said mini homepage includes content predefined by said user.

10. The method of claim 3, wherein said information includes an email address corresponding to said user.

11. The method of claim 10, wherein said web site utilizes said email address to identify said user.

12. The method of claim 11, wherein said password is supplied to said email address at the request of said user.

13. An apparatus for facilitating an online transaction between users of a web site comprising:

a web site configured for:

receiving a post by a first user containing a link to a page associated with said first user, said page displaying at least one item;

receiving a request from a second user to view said link, said second user having an associated a user ID;

presenting said second user a full page corresponding to said link and including said at least one item and an icon for invoking a purchase service;

receiving a click on said icon by the user

invoking said purchase service for said item responsive to said click;

creating a Transaction ID corresponding to said item;  
associating customer information corresponding to said User  
ID and purchase information corresponding to said Transaction ID; and  
completing said online transaction for said item.

14. The apparatus of claim 13, wherein said page comprises mini homepage corresponding to said user.

15. The apparatus of claim 14, wherein said mini homepage includes customer information corresponding to said user.

16. The apparatus of claim 15, where said customer information comprises credit card information corresponding to said user.

17. The apparatus of claim 16, wherein said online transaction is completed using said credit card information.

18. The apparatus of claim 17, further including the acts of associating, by said purchase service, shipping information corresponding to said User ID, and shipping said items to be purchased to a location corresponding to said shipping information.

19. The apparatus of claim 15, wherein said information may be updated by said user.

20. The apparatus of claim 19, wherein said update may only be performed receiving a proper password from said user.

21. The apparatus of claim 15, wherein said mini homepage includes content predefined by said user.

22. The apparatus of claim 21, wherein said information includes an email address corresponding to said user.

23. The apparatus of claim 22, wherein said web site utilizes said email address to identify said user.

24. The apparatus of claim 23, wherein said password is supplied to said email address at the request of said user.